PHILIP MORRIS INTERNATIONAL INC. INTER-OFFICE CORRESPONDENCE

800 WESTCHESTER AVENUE, RYE BROOK, NEW YORK 10573-1301

TO: Distribution

DATE: October 16, 1991

FROM: Matthew N. Winokur

SUBJECT: New ETS Brochure

Attached is a cleared, pre-publication copy of a new brochure on ETS. I believe you will find both the brochure as a whole and the references within it useful in dealing with the ETS debate. I suspect that some of you will find it most useful to create your own variations of this brochure adapting certain parts to local conditions; including inserting your own company identification. The baseball analogy used to explain meta-analysis could easily be adapted to football. As the use of this analogy indicates, this brochure explains a complex subject in down to earth terms. It may be particularly useful in responding to the EPA process, although much of the information on ETS alone could be used as a free standing brochure.

Of course, any variations on this brochure must be cleared by legal.

MNW/vfr
pmi1016.doc

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1) Conclusion → GW
2) Gray R. → GW
3) Quotes → A.W.
4) Political
↳ EPA is not new study → AI
5) Tennis → GW

* Send English update to markets they will translate. I must provide instruction to legal Clearance!

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